

REMARKS

Applicant's Attorney would like to thank Examiner Green for the helpfulness and courtesy he extended during a telephone interview conducted on August 10, 2005, at which time this Amendment was discussed. As detailed in the Examiner's Interview Summary mailed August 16, 2005, the Applicant believes that the subject matter defined in Claim 12 clearly distinguishes over the newly cited reference and, that if these limitations were incorporated into Claim 1, Claim 1 should be in condition for allowance. During the telephone interview, Examiner Green agreed that this approach could be successful.

Based upon these discussions, Claim 1 has now been amended to incorporate the limitations previously contained in Claim 12. As now presented, the advertising/promotional display system is defined as incorporating a housing having a plurality of cooperating panels, with each panel incorporating an inside surface and an outside surface. In addition, a support panel is also defined as being affixed to an inside surface of a first panel which comprises one of the panels forming the housing, with said support panel being movable between a collapsed position and an extended position. In addition, the arm member is now defined as being mounted at one end thereof directly to the support panel with the opposed end controllably engaged with the switch member for movement relative to the switch member in response to the movement of the support panel.

Clearly, the newly cited French reference does not in any way teach or suggest a construction which incorporates a support panel mounted within the housing which comprises an arm member directly mounted thereto which moves in response to the movement of the support panel for activating and de-activating the audio signal generating assembly. With these additional limitations incorporated into Claim 1, the Applicant believes that Claim 1 clearly distinguishes the construction taught in the French reference and Claim 1 is now in condition for allowance.

Claims 2-11 and 13-15 are all dependent upon Claim 1 and add novel combinations thereto. For this reason, as well as the reasons detailed above, the Applicant believes that these dependent claims are also in condition for allowance.

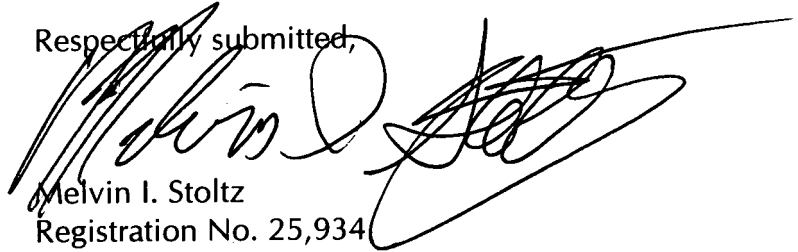
Independent Claim 16 has also been amended in a manner consistent with the amendments made to Claim 1. In view of the arguments presented above in reference to Claim 1, the Applicant believes that Claim 16 is also in condition for allowance.

Furthermore, Claims 17, and 19-20 are dependent upon Claim 16 and add novel combinations thereto. For this reason, as well as the reasons detailed above in reference to Claim 16, the Applicant believes that these dependent claims are also in condition for allowance.

Based upon the foregoing amendment and the arguments presented herein, the Applicant believes that Claims 1-11 and 13-17 are all in condition for allowance and an early notice of allowability is earnestly solicited. If any questions remain which may be resolved by a telephone interview, Applicant's undersigned Attorney would gladly

discuss such issues with the Examiner at the Examiner's convenience. For this reason,
Applicants undersigned Attorney has provided his telephone number below.

Respectfully submitted,



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